## ORDER

**Orders** Order / Rev: 104084 06831655 Alt Order #: Product Desc: Crossroads GPS Estimate: 732 KSNV Flight Dates: 07/30/12 - 08/06/12 Primary AE: Amy McCreary Original Date / Rev: 07/06/12 / 08/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Crossroads Media, LLC **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Billing Cycle: EOM/EQC Alexandria, VA 22314 Agency Commission: 15% Crossroads GPS Advertiser Name: Demographic: A35+ New Business Thru: 00:15:00

**Product Codes:** 

Priority:

PLI2,PLC01-Democrat SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
-07/30/12	08/03/12		\$84,975.00	\$72,228,75

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Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	86	\$84,975.00	\$72,228.75	0.00
Totals	86	\$84,975,00	\$72,228 75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$84,975.00
Market	100%	\$265,546.88

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$53,109.38
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$79,664.06
KTUD	0%	\$0.00
KVVU	17%	\$45,142.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,655.47

L	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	2 KSNV	07/30/12	07/30/12	Wake Up Early w	ı/Wagn6M	430a-5a	M	:30	2	\$150.002	0.00 NM	2	\$300.00
				Wake Up Early V	Vagners								
	WAKE	JP EARLY	W/THE W	/AGNERS									
	<u>Sta</u>	rt Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Week: 07/	30/12	08/05/12	M	2	\$150.00	0.00						

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Crossroads GPS

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Product Desc:

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Flight Dates:

07/30/12 - 08/06/12

Estimate:

732

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	nots	Rate Pri	Rtg Type S	Spots	Amount
		Wake Up Early w		430a-5a	M	:30	2	\$150.002	0.00 NM	2	\$300.00
WAKE UP EAR		Wake Up Early V	-				_	<b>\$100,002</b>	5.00 1111	-	405410
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/30/12	08/05/12	M	2	\$150.00	0.00						
E 3 KSNV 07/31/1 WAKE UP EAR		Wake Up Early w Wake Up Early V VAGNERS		430a-5a	-T	:30	1	\$150.002	0.00 NM	1	\$150.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07/30/12	08/05/12	T	1	\$150.00	0.00			0450.000	0.00.111		A 4 5 5 6
E 4 KSNV 08/01/1 WAKE UP EAR		Wake Up Early V	_	430a-5a	~W	:30	1	\$150.002	0.00 NM	1	\$150.00
Start Date Week: 07/30/12	End Date 08/05/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 5 KSNV 08/02/1	2 08/02/12			430a-5a	T	:30	1	\$150.002	0.00 NM	1	\$150.0
WAKE UP EAR		Wake Up Early V	Vagners								
Start Date	End Date	Weekdavs	Spots/Week	Rate	Rating				1		
Week: 07/30/12	08/05/12	T	1	\$150.00	0.00						
8 KSNV 07/30/1	2 07/30/12			5-6a	М	:30	1	\$400.001	0.00 NM	1	\$400.0
WAKE UP WITH	THE WAG	M-F 5-6a WakeU NERS	p w/vvagners								
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 07/30/12	08/05/12	M	1	\$400.00	0.00			**			
E 9 KSNV 07/31/1	12 07/31/12	M-F 5-6a WakeU		5-6a	-T	:30	1	\$400.001	0.00 NM	1	\$400.0
WAKE UP WITH	THE WAG	M-F-5-6a-Waket NERS	p-w/vvagners								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07/30/12	08/05/12	-T	1	\$400.00	0.00			<u> </u>			
E 10 KSNV 08/01/1	12 08/01/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	W	:30	1	\$400.001	0.00 NM	1	\$400.0
WAKE UP WITH	H THE WAG		h manadiicis								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07/30/12	08/05/12	W	1	\$400.00	0.00			· · · · · · · · · · · · · · · · · · ·			
E 11 KSNV 08/02/1 WAKE UP WIT)		M-F 5-6a WakeL		5-6a	T	:30	2	\$400.001	0.00 NM	2	\$800.0
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 07/30/12	08/05/12	T	2	\$400.00	0.00						
E 12 KSNV 08/03/1	12 08/03/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	<b></b> F	:30	2	\$400.001	0.00 NM	2	\$800.0
WAKE UP WITH	•		0 4 4 14 1	5.	<b></b>						
<u>Start Date</u> Week: 07/30/12	<u>End Date</u> 08/05/12	<u>Weekdays</u>	Spots/Week 2	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
E 13 KSNV 07/30/1			CM	7-730pm	M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.0
WHEEL OF FO	RTUNE										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 07/30/12	08/05/12	M		\$1,000.00	0.00			#4 000 004	0.00.104		44.000.6
E 14 KSNV 07/31/	12 0//31/12	M-F Wheel of Fo	CM rtune	7-730pm	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.0
WHEEL OF FO	RTUNE										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07/30/12 E 15 KSNV 08/01/1	08/05/12	M E Whool	1 CM	\$1,000.00	0.00	-20	ı	<b>01 000 004</b>	O OO NINA		<b>ሰ</b> ፈ ስለው 1
LIO MONV UM/U)/	i∠ U0/U  / 12	M-F Wheel of Fo		7-730pm	W	:30	1	\$1,000.001	0.00 NM	· 1	\$1,000.0
WHEEL OF FO	RTUNE										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week; 07/30/12	08/05/12	W		\$1,000.00	0.00	-20		P4 000 004	0.00.154	^	ውር የረር ነ
E 16 KSNV 08/02/	12 08/02/12		CM	7-730pm	T	:30	2	\$1,000.001	0.00 NM	2	\$2,000.0

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Estimate:

Crossroads GPS

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07/30/12 - 08/06/12

Product Desc:

Crossroads GPS

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Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount W-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 07/30/12 08/05/12 ---T---\$1,000.00 0.00 \$2,000.00 ----F--0.00 NM 2 E 17 KSNV 08/03/12 08/03/12 M-F Wheel :30 2 \$1,000,001 CM 7-730pm M-F Wheel of Fortune WHEEL OF FORTUNE End Date Start Date Weekdays Spots/Week Rate Rating ----F--Week: 07/30/12 08/05/12 \$1,000.00 0.00 E 19 KSNV 07/30/12 07/30/12 \$700,001 0.00 NM \$700.00 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-:30 1 1 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) NEWS 4 AT 430P End Date Weekdays Spots/Week Rating Start Date Rate 08/05/12 \$700.00 0.00 Week: 07/30/12 :30 \$700.001 0.00 NM \$700.00 E 21 KSNV 08/01/12 08/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P End Date** Weekdays Spots/Week Rating Start Date Rate 08/05/12 ---W-----\$700.00 0.00 Week: 07/30/12 :30 \$700.001 0.00 NM \$700.00 E 22 KSNV 08/02/12 08/02/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm 1 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Spots/Week Rating Start Date End Date Weekdays 1 4 1 Rate 08/05/12 0.00 ---T---\$700.00 Week: 07/30/12 E 23 KSNV 08/03/12 08/03/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 2 \$700.001 0.00 NM 2 \$1,400.00 4PM-NEWS-(1-hour) (4:30-PM-5:00 PM)-**NEWS 4 AT 430P** Weekdays Start Date **End Date** Spots/Week Rate Rating 08/05/12 \$700.00 Week: 07/30/12 ----F--0.006-7a 0.00 NM E 25 KSNV 07/30/12 07/30/12 M-F 6-7a WakeUp w/Wa@M :30 \$700.001 \$700.00 M----M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Start Date End Date Weekdays Spots/Week Rate Week: 07/30/12 08/05/12 M-----\$700.00 0.00E 26 KSNV 07/31/12 07/31/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 \$700.001 0.00 NM \$700.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS End Date Spots/Week Rating Start Date Rate <u>Weekdays</u> Week: 07/30/12 08/05/12 -T----\$700.00 0.00 0.00 NM \$700.00 E 27 KSNV 08/01/12 08/01/12 M-F 6-7a WakeUp w/WaQM 6-7a --W----:30 \$700,001 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Rating Start Date End Date Weekdays Rate Week: 07/30/12 08/05/12 --W----\$700.00 0.00 \$700,001 0.00 NM \$1,400.00 E 28 KSNV 08/02/12 08/02/12 M-F 6-7a WakeUp w/Wa0M 6 - 7a---T---:30 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Rating <u>Weekdays</u> Rate Start Date End Date Week: 07/30/12 08/05/12 ---T----\$700.00 0.00 0.00 NM ----F--:30 \$700.001 \$1,400.00 E 29 KSNV 08/03/12 08/03/12 M-F 6-7a WakeUp w/WaQM 2 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating 08/05/12 ----F--\$700.00 0.00 Week: 07/30/12 CM 658a-9am M-----:30 1 \$1.400.001 0.00 NM \$1,400.00 E 31 KSNV 07/30/12 07/30/12 Today Show Today Show **TODAY SHOW** Spots/Week <u>Rate</u> Rating End Date Start Date Weekdays Week: 07/30/12 08/05/12 1 \$1,400.00 0.00 0.00 NM E32 KSNV 07/31/12 07/31/12 CM 658a-9am -T----:30 1 \$1,400.001 \$1,400.00

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Order / Rev: Alt Order #:

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Today Show									
	/ SHOW	End Data	Maakdovo	Spots/Week	Data	Rating						
<u>51</u> Week: 07	art Date /30/12	End Date 08/05/12	<u>Weekdays</u> -T	Spots/week 1	<u>Rate</u> \$1,400.00	0.00						
E33 KSNV		2 08/01/12	Today Show Today Show	СМ	658a-9am	W	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
	/ SHOW	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ى.</u> Week: 07	<u>art Date</u> //30/12	08/05/12	W	<u> </u>	\$1,400.00	0.00						
E34 KSNV		2 08/02/12	Today Show Today Show	СМ	658a-9am	нннТннн	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
	Y SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07		08/05/12	T		\$1,400.00	0.00						
E35 KSNV		2 08/03/12	Today Show Today Show	СМ	658a-9am	м н м н <b>Б</b> н н	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
	Y SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ŀ		
Week: 07		08/05/12	F		\$1,400.00	0.00						
E37 KSNV	07/30/1	2 07/30/12	NEWS 3 at 4 (1 I 4PM NEWS (1 ho		4-5pm (4:00 PM-4:	M	:30	1	\$700.001	0.00 NM	1	\$700.00
FIRST	NEWS 3	AT FOUR	4PIVI NEVVS (T IIC	oury	(4.00 PIVI-4.	SU PIVI)						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 07		08/05/12	M NEWS 3 at 4 (1 I	1 OURICM	\$700.00 4-5pm	0.00 -T	:30	1	\$700,001	0.00 NM	1	\$700.00
		12 07/51/12	4PM-NEWS-(1-h		-(4:00-PM-4:				Ψ100.001		· · · · · · · · · · · · · · · · · · ·	Ψ100.00
		AT FOUR	16/a alsalassa	Constantial and	Data	Dating						
<u>51</u> Week: 07	art <u>Date</u> 7/30/12	End Date 08/05/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
E39 KSNV	08/01/1	12 08/01/12	NEWS 3 at 4 (1 I 4PM NEWS (1 he	•	4-5pm (4:00 PM-4:	W 30 PM)	:30	1	\$700,001	0.00 <b>NM</b>	1	\$700.00
FIRST	NEWS 3	AT FOUR		•	,	•						
<u>S1</u> Week: 01	<u>art Date</u> 7/30/12	<u>End Date</u> 08/05/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$700.00	Rating 0.00						
			NEWS 3 at 4 (1	,	4-5pm	Т	:30	2	\$700.001	0.00 NM	2	\$1,400.00
FIRST	NEWS 3	AT FOUR	4PM NEWS (1 h	our)	(4:00 PM-4:	30 PM)						
		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		08/05/12	T	2		0.00			A-00 00 1	0.00 10.0		<b>#4 400 00</b>
E41 KSN\	/ 08/03/	12 08/03/12	NEWS 3 at 4 (1   4PM NEWS (1 h		4-5pm (4:00 PM-4:	F (30 PM)	:30	2	\$700.001	0.00 NM	2	\$1,400.00
FIRST	NEWS 3	AT FOUR	,		,	,						
<u>S</u> Week: 0	tart Date	End Date 08/05/12	<u>Weekdays</u> F	Spots/Week		<u>Rating</u> 0.00						
			M-F Early News	CM	5-630p	М++	:30	1	\$1,000.001	0,00 NM	1	\$1,000.00
EADI	Y NEWS		M-F Early News							1		
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 0		08/05/12	M		\$1,000.00	0.00					L .	*******
E44 KSN	/ 07/31/	12 07/31/12	M-F Early News M-F Early News	CM	5-630p	-T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
	Y NEWS	E. 15 1	3A7	Om e 1 - 524 - 1	. D-1-	De <sup>#</sup>						
<u>S</u> Week: 0	tart Date 7/30/12	End Date 08/05/12	<u>Weekdays</u> -T	Spots/Week	Rate \$1,000.00	<u>Rating</u> 0.00						
			M-F Early News	CM	5-630p	W	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
FADI	Y NEWS		M-F Early News									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 0		08/05/12	w		\$1,000.00	0.00	.20	-	¢1 000 004	0.00 NIM	2	ቂያ ለሰለ ለሰ
E 46 KSN'	v U8/U2/	12 08/02/12		СМ	5-630p	T	:30	2	\$1,000.001	0.00 NM		\$2,000.00

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Ln Ch	Start	End	Inventory Code M-F Early News	Break	Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type Spots		Amount
E A DLV	NEURO		M-F Early News								
EARLY Sta Week: 07/	ırt Date	End Date 08/05/12	Weekdays T	Spots/Week 2	<u>Rate</u> \$1,000.00	Rating 0.00					
47 KSNV	08/03/1		M-F Early News M-F Early News	СМ	5-630p		:30	2 \$1,000.001	0.00 NM 2	2	\$2,000.0
EARLY Sta Week: 07	rt Date	End Date 08/05/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
		2 07/30/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	M	:30	1 \$1,000.001	0.00 <b>NM</b> 1		\$1,000.0
JEOPA Sta Week: 07	art Date	End Date 08/05/12	Weekdays M	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
52 KSNV	07/31/1		M-F Jeopardy M-F Jeopardy	СМ	630-7pm	-T	:30	1 \$1,000.001	0.00 NM	I	\$1,000.0
JEOPA <u>Sta</u> Week: 07	art Date	End Date 08/05/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
53 KSNV	08/01/	12 08/01/12		СМ	630-7pm	W	:30	1 \$1,000.001	0.00 NM	1	\$1,000.0
JEOPA Sta Week: 07	art Date	End Date 08/05/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
		12 08/02/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	T	:30	2 \$1,000.001	0.00 NM	2	\$2,000.
JEOPA	RDY										
Week: 07		End Date 08/05/12	Weekdays T		Rate \$1,000.00	Rating 0.00		4 04 000 004	2.00 1114		#4 000
55 KSNV JEOP <i>A</i>		12 08/03/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	F	:30	1 \$1,000.001	0.00 NM	1	\$1,000
<u>St</u> Week: 07	art <u>Date</u> //30/12	End Date 08/05/12	Weekdays F	***************************************	\$1,000.00	Rating 0.00				_	
	07/30/ PIC ZON	12 08/03/12 F	News 3 Olympic News 3 Olympic		7:30-8:00PM	MTWTF	:30	6 \$750.001	0.00 NM	6	\$4,500
	art Date	End Date 08/05/12	Weekdays MTWTF	Spots/Week 6		Rating 0.00					
		12 08/02/12	Olympics Late N Late News durin		11pm-12:35a	ım MTWT~~-	:30	6 \$1,000.007	0.00 NM	6	\$6,000
NEWS <u>St</u> Week: 07	art Date	End Date 08/05/12	<u>Weekdays</u> MTWT	Spots/Week 6	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
		12 08/03/12	Olympics Daytim Olympics Daytin		9am-4pm	MTWTF	:30	12 \$1,200.001	0.00 NM 1	2	\$14,400
OLY D <u>St</u> Week: 07	art Date	End Date 08/05/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,200.00	Rating 0.00					
62 KSNV	07/30/	12 08/05/12	Olympics Primet Olympics Prime	ime CM	730pm-12an	MTWT	:30	2 \$6,000.001	0.00 NM	2	\$12,000
OLY D <u>St</u> Week: 07	art Date	End Date 08/05/12	<u>Weekdays</u> MTWT	Spots/Week	Rate \$6,000.00	Rating 0.00					
		12 08/02/12		REPEACM	1135pm - 5a	mT	:30	1 \$225.003	0.00 NM	1	\$225
	tart Date 7/30/12	End Date 08/05/12	Weekdays	Spots/Week	<u>Rate</u> \$225.00	<u>Rating</u> 0.00					

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Totals

\$84,975.00

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Crossroads GPS Advertiser: Order / Rev: 104084 Crossroads GPS **KSNV** Product Desc: 06831655 Alt Order #: 07/30/12 - 08/06/12 Estimate: 732 Flight Dates: Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Inventory Code Ln Ch End Start OLY DAY Rating 0.00 Weekdays Spots/Week <u>Rate</u> 1 \$1,200.00 End Date Start Date Week: 07/30/12 08/05/12